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Residents Encouraged to Participate in Fibrant Online Survey

Local Feedback to Assist Fibrant in Providing Customers with Desired Television Programming and Packages

Salisbury, NC_November 10, 2011 – Fibrant Communications announces the launch of an online survey to offer residents the opportunity to provide input into channel selection and programming. The twenty-two question survey can be accessed by visiting <http://www.surveymonkey.com/s/Fibrant> and takes the user approximately ten to fifteen minutes to complete. The survey is also accessible via the City of Salisbury website at www.salisburync.gov and the Fibrant website at www.fibrant.com. Clicking the “Fibrant Survey” link on either site, allows the survey to launch. Feedback is welcome from both Fibrant customers and potential Fibrant customers, currently receiving service from an alternate provider. The online survey is accessible through Monday, November 28, 2011 and can be completed once per household.

Fibrant Interim Director Jim Behmer said, “Fibrant Communications provides TV, Internet, and phone services for the people of Salisbury, by the people of Salisbury. As Salisbury’s only truly local provider, our customers are our friends and neighbors and we are dedicated to providing them with the highest level of customer service. We continue to listen intently to our customers as we review Fibrant’s video programming, negotiate packages, and adjust channel line-up. This process ensures that we are consistently offering the range of programming that our customers’ desire and the affordable services that they deserve.”

Behmer notes that the addition of NFL RedZone to Fibrant’s sports channel line-up was a direct response to customer requests. “NFL Network remains one of our most popular Fibrant channels. When customer feedback showed an overwhelming appeal for NFL’s RedZone, our Fibrant team worked diligently to secure that channel. RedZone actually helps fans take the guesswork out of keeping up with all of the Sunday afternoon games.” Behmer further explains that when a team goes inside the 20-yard line, NFL RedZone takes fans there. “RedZone delivers touchdowns and exciting moments in high definition, as they happen on the field. The channel is available at Fibrant’s Classic video level or higher and provides fans with up-to-date coverage in real time. RedZone has been an outstanding addition to our channel line-up. The combination of NFL Network and NFL RedZone provide Fibrant sports fans with the complete NFL experience.”

Fibrant Communications currently provides installation of Internet, TV, and telephone services exclusively for residents and businesses within the Salisbury city limits. Triple-play packages, including all three Fibrant services, begin at \$97 per month. New

subscribers may call 704-216-7567 or email info@fibrant.com to request services. Residential rates for Fibrant's broadband services are as follows:

| Mbps | Price |
|-------------|------------------------------------|
| 15x15 | \$45 (Fibrant's Base Access Speed) |
| 25x25 | \$65 |
| 50x50 | \$85 |
| 75x75 | \$105 |
| 100x100 | \$125 |

Fibrant offers a discount for customers who bundle TV, Internet, and phone services for a savings of \$30 per month. Free whole-house DVR service is included with the majority of TV packages and allows customers to record a show in one room and watch it in up to four rooms at the same time. In addition, you can pause a show in one room and resume the program in any other room. Whole-house DVR allows the recording of three different shows at once and offers storage of up to 75 hours of HD programming. To learn more about fibrant services, please visit www.fibrant.com.

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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